WHAT IS CLAIMED IS:

1. An image forming method comprising the steps of:

developing an electrostatic latent image formed on an image carrier into a toner image using toners;

transferring said toner image onto a recording medium; and

fixing said toner image transferred onto said recording medium to thereby form a recorded image on a recording sheet;

wherein said latent image is developed by first and second developing rollers disposed along the moving direction of said image carrier and rotatable in the mutually opposite directions using a two-component magnetic developing agent consisting mainly of toners and magnetic carriers, and said toners are supplied to said latent image on said image carrier by said first and second developing rollers; and

wherein the moving direction of said first developing roller is opposite to the moving direction of said image carrier in a developing area, and a peripheral speed ratio (S1 = Vm1 / Vp) between the peripheral speed (Vm1) of said first developing roller and the peripheral speed (Vp) of said image carrier is set in the range of 0.8 - 2.0; the moving direction of said second developing roller is the same as the moving direction of said image carrier in a developing area, and a peripheral speed ratio (S2 = Vm2 / Vp) between the peripheral speed (Vm2) of said second developing roller and the peripheral speed (Vp)

of said image carrier is set in the range of 1.05 - 2.0; and, in case where the shape coefficients SF1, SF2 of said toners of said two-component magnetic developing agent consisting mainly of toners and magnetic carriers are respectively defined according to the following expressions (1), (2),

SF1 = (maximum length of diameter)^2 / (area of toner particle) x π / 4 x 100 --- (1)

SF2 = (peripheral length of projected image)^2 / (area of toner particle) x 100 / 4π --- (2),

said shape coefficients SF1, SF2 can respectively satisfy the following conditions:

$120 \leq SF1 \leq 170$

$110 \leq SF2 \leq 130$.

2. An image forming method comprising the steps of:

developing an electrostatic latent image formed on an image carrier into a toner image using toners;

transferring said toner image onto a recording medium; and

fixing said toner image transferred onto said recording medium to thereby form a recorded image on a recording sheet;

wherein said latent image is developed by at one or more sets of first and second developing rollers disposed along the moving direction of said image carrier and rotatable in the mutually opposite directions using a two-component magnetic developing agent consisting mainly of toners and magnetic carriers,

and said toners are supplied to said latent image on said image carrier by said one or more sets of first and second developing rollers; and

wherein the moving direction of said first developing roller is opposite to the moving direction of said image carrier in a developing area, and a peripheral speed ratio (S1 = Vm1 / Vp) between the peripheral speed (Vm1) of said first developing roller and the peripheral speed (Vp) of said image carrier is set in the range of 0.8 - 2.0; the moving direction of said second developing roller is the same as the moving direction of said image carrier in a developing area, and a peripheral speed ratio (S2 = Vm2 / Vp) between the peripheral speed (Vm2) of said second developing roller and the peripheral speed (Vp) of said image carrier is set in the range of 1.05 - 2.0; and, in case where the shape coefficients SF1, SF2 of said toners of said two-component magnetic developing agent consisting mainly of toners and magnetic carriers are defined according to following expressions (1) and (2),

$$SF1 = (\text{maximum length of diameter})^2 / (\text{area of toner particle}) \times \pi / 4 \times 100 \quad \text{--- (1)}$$

$$SF2 = (\text{peripheral length of projected image})^2 / (\text{area of toner particle}) \times 100 / 4\pi \quad \text{--- (2)},$$

said shape coefficients SF1, SF2 can respectively satisfy the following conditions:

$$120 \leq SF1 \leq 170$$

$$110 \leq SE2 \leq 130.$$